

2026 Annual Trade Strategy



Export Alabama

PREPARED BY THE OFFICE OF GLOBAL BUSINESS
AT THE ALABAMA DEPARTMENT OF COMMERCE

MADE IN
ALABAMA



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2026 Trade Strategy

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Connecting Alabama to the World

A MESSAGE FROM THE SECRETARY OF COMMERCE

Alabama's growing international profile reflects a simple truth — our state competes and succeeds on a global stage. From advanced manufacturing to aerospace, automotive and beyond, the world recognizes Alabama as a place where innovation, productivity and partnership come together to drive success.

To maintain economic momentum, Alabama is fully committed to deepening long-standing international relationships while forging new ones in key global markets. These connections not only help attract new investment to our state but also open doors for Alabama companies seeking to expand their global reach.

Foreign direct investment has been one of Alabama's great economic success stories, and we're building on that foundation with a focused, global strategy. By strengthening our international partnerships and expanding our footprint abroad, we're ensuring that Alabama remains a top-tier destination for investment, trade and opportunity.



Ellen McNair

*Secretary,
Alabama Department of Commerce*

A MESSAGE FROM THE OFFICE OF GLOBAL BUSINESS

The opening of our new business development offices in Tokyo and Seoul marks a pivotal moment for Alabama's global strategy. These offices — complementing our long-established presence in Germany — strengthen the state's ability to connect with key markets that are shaping the future of advanced manufacturing, mobility and innovation.

Japan and South Korea have long been vital partners in Alabama's economic success story. Establishing a permanent presence in these regions allows us to build even deeper relationships with corporate leaders, support existing investors and identify new opportunities for trade and job creation.

By aligning our outreach in Asia and Europe, Alabama is reinforcing its position as a globally competitive state, prepared to meet the demands of a dynamic international marketplace. This expansion reflects our ongoing commitment to supporting Alabama companies abroad, attracting high-quality investment at home and ensuring that our state continues to thrive in a connected global economy.



Christina Stimpson

*Global Business Officer,
Alabama Department of Commerce*





The Office of Global Business

At the **Alabama Department of Commerce**, the **Global Business** team advances the creation of quality jobs and economic growth in Alabama through international engagement.

Through trade education and organized international trade missions and events, we assist Alabama companies in accessing foreign markets to increase international sales.

The Global Business team supports Alabama's foreign direct investment attraction efforts to heighten awareness that Alabama is a global gateway to the United States and an export platform for foreign-based investments. The office acts as a liaison for visiting foreign delegations and dignitaries and supports the Recruitment and Retention Office on export-driven projects.

We are passionate about strengthening Commerce's international ecosystem and fostering cooperation with local, state, regional and federal trade entities to ensure a healthy climate for international business.

In 2004, Alabama's Office of International Trade began a coordinated effort between key partners to create a more efficient export support system for Alabama firms. Today, this effort is known as Export Alabama.





Meet Export Alabama

Export Alabama is a statewide alliance dedicated to helping Alabama companies — especially small and mid-sized enterprises — compete and grow in the global marketplace. By coordinating local, state and federal resources, it provides customized export assistance, international market research, trade education, financing guidance and support for trade missions and shows. With a focus on practical, confidential, one-on-one service, Export Alabama helps businesses access new markets, connect with distributors and buyers and navigate regulations. Its work not only increases international sales, but also strengthens local communities by creating jobs, attracting investment and expanding opportunities across every region of the state.

CONNECTING ALABAMA TO THE WORLD

Export Alabama is committed to making global trade more accessible to Alabama businesses. By offering tailored counseling, connecting businesses with critical resources and helping them overcome the unique challenges of exporting, Export Alabama is ensuring that companies are well-prepared for success in an increasingly interconnected world. With the right support, no barrier is too big to overcome, and no opportunity too far out of reach. By strengthening Alabama's export capabilities and driving international investment to the state, Export Alabama aims to help more businesses harness the full potential of global trade, contributing to economic growth and job creation across the state.





Strategy



A COLLABORATIVE APPROACH TO COMPREHENSIVE SUPPORT

Export Alabama's collaborative approach ensures that businesses, regardless of their size or experience level, receive the attention and resources they need. The program coordinates with local, state and federal partners to offer a holistic support system, enabling companies to address all aspects of global commerce — whether it's compliance with regulations, overcoming market access issues or identifying the right international partners.

In addition to providing direct support to exporters, Export Alabama will work to create stronger connections within the broader business ecosystem. This strategy calls for closer collaboration with Alabama's colleges and universities, engagement with chambers of commerce and economic developers and partnerships with start-up accelerators and coworking communities. This collaborative network is designed to create a stronger pipeline of exporters, fostering an environment where businesses of all sizes can access the resources and knowledge they need to succeed in the global marketplace.

Understanding that every business is unique, Export Alabama tailors its approach to meet the specific needs of each company. Seasoned exporters face a different set of challenges than those that are less experienced or entirely new to exporting, and Export Alabama's customized counseling services reflect this. Export Alabama works closely with every business to understand their specific obstacles and develop personalized strategies to help them succeed in global markets.

THE POWER OF EXPORTING: ALABAMA BUSINESSES CAN THRIVE GLOBALLY

Exporting offers a range of compelling benefits for U.S. businesses. According to the U.S. Chamber of Commerce, exporters grow faster than non-exporting businesses and they enjoy a number of advantages, including market diversification, enhanced reputation, access to export financing, and a lower risk of business failure. Exporting can also increase profits, extend product life cycles and reduce production costs through economies of scale.

Despite these benefits, the U.S. remains a nation of “under-exporters.” The Brookings Institute reports that only 1% of American firms sell their products or services outside U.S. borders. Export Alabama estimates that roughly 4,000 Alabama firms engage in direct or indirect exporting, with about 80% of these being small- to medium-sized businesses. While Alabama has a solid base of internationally active companies, there is tremendous untapped potential for growth. Export Alabama aims to help more export-capable companies transition into active exporters, using engagement, education and resources to increase the number of Alabama businesses competing in global markets.

OVERCOMING EXPORT BARRIERS: EXPORT ALABAMA SUPPORTS BUSINESSES IN GLOBAL EXPANSION

Businesses in Alabama face a variety of challenges when it comes to exporting their products and services to international markets. However, these barriers are not insurmountable, and with the right resources and support, even the smallest businesses can succeed in the global marketplace. Each organization within Export Alabama works together to coordinate a wide range of programs that facilitate the export of Alabama's goods and services. Export Alabama is committed to educating and preparing Alabama companies for the global marketplace, equipping them with the knowledge and skills to confidently navigate the complexities of international commerce.

By tapping into its extensive global network, Export Alabama ensures that businesses are connected with the right partners, information and opportunities to achieve their international business goals.



4,000

**ALABAMA
EXPORTERS**

80%

**ARE SMALL- & MEDIUM-SIZED
COMPANIES (SBA STANDARDS)**



DRIVING INTERNATIONAL INVESTMENT GROWTH

As part of its commitment to fostering global growth, the Office of Global Business is dedicated to foreign direct investment, international relations and diplomatic protocol. The office works to attract international companies to Alabama, creating new opportunities for business expansion and job creation, while strategically cultivating partnerships that strengthen and diversify the state's economy. By bringing in capital, technology and expertise from around the world, this effort enhances Alabama's competitiveness on the global stage.

Leveraging Alabama's strategic location, robust infrastructure and pro-business climate, the Office of Global Business engages with foreign investors and government partners to build lasting relationships. Through targeted outreach and cross-border collaboration, the office ensures that Alabama remains a premier destination for global investment and long-term economic growth.

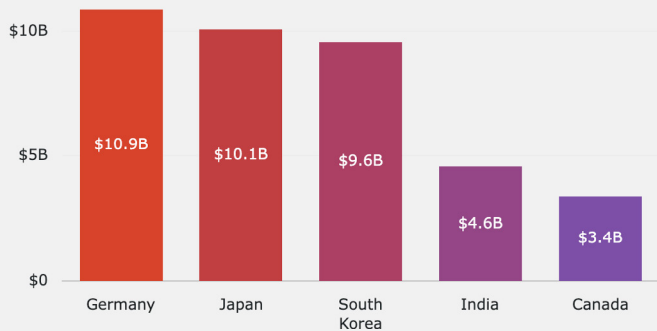
LEADING INTERNATIONAL INVESTORS IN ALABAMA (1999-2024)



\$30.3B **42k+**

2014-2024

Jobs Tied to FDI Projects



OUR GLOBAL PRESENCE

GERMANY



Alabama operates an office in Stuttgart to attract European investment and support Alabama companies pursuing opportunities in the region. Europe is a major source of foreign investment with a long history in the state.

JAPAN



Alabama's Tokyo office, staffed by advisory firm Tractus, connects Japanese businesses with opportunities in the state and helps Alabama companies enter the Japanese market. Japan is a critical partner as one of Alabama's largest sources of foreign investment and home to major employers in the state.

SOUTH KOREA



Samil PricewaterhouseCoopers (PwC) serves as Alabama's representative office in Seoul. The team focuses on Korean investment and support for Alabama exporters. South Korea is a key market due to its rapidly growing investment footprint in Alabama and its strong advanced manufacturing sector.



A CUSTOMIZED AND PROVEN APPROACH

Export Alabama understands that all businesses are different. Seasoned exporters face a different set of challenges than less experienced exporters and new-to-export companies. The Export Alabama approach is based on understanding the needs of each company and offering customized solutions and counseling.

According to the National Small Business Association's 2022 Small Business Exporting Survey, the main barrier to selling to foreign customers is a lack of understanding and not knowing where to start. Other barriers include a lack of capability and limited staff; limited networks and market access issues; a general misconception of barriers and limited awareness of assistance available. Export Alabama addresses all of these barriers.

ENGAGE

Build a pipeline of partners throughout the state and engage with Alabama's manufacturers, service providers and agribusiness.

INFORM

Ensure clear communication on the benefits of exporting, offer practical advice and provide customized technical training.

CONNECT

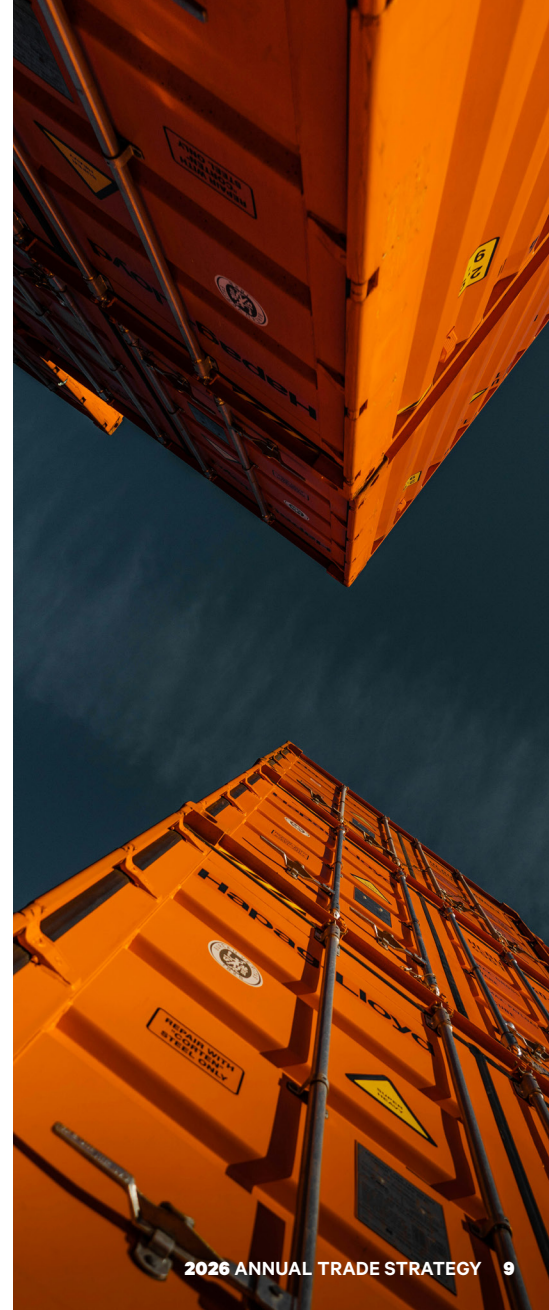
Leverage contacts and connections with global consultants and U.S. & foreign government offices that can support exporting goals.

SHARE
OPPORTUNITY

SHARE
KNOWLEDGE

SHARE
NETWORK

Each organization within Export Alabama works together to develop and coordinate programs to facilitate the export of Alabama's goods and services overseas. Export Alabama counsels and assists companies in all aspects of global commerce to educate and prepare Alabama companies for the global marketplace.





Priorities



EXPANDING OPPORTUNITIES FOR RURAL ALABAMA

Export Alabama is committed to making sure rural companies have the tools to compete internationally. When rural businesses succeed abroad, the benefits flow back into hometowns — supporting jobs, strengthening families and building more resilient communities across the state.

In 2026, Export Alabama will expand outreach programs and provide hands-on export training in partnership with local chambers of commerce, universities and community organizations.

Through this commitment, Alabama will not only diversify its export base but also foster stronger, more resilient rural economies that contribute meaningfully to the state's global success.

DRIVING GROWTH THROUGH EMERGING INDUSTRIES

Alabama's future is tied to industries that are rewriting the rules of the global economy. Export Alabama will work closely with federal partners to ensure alignment with strategic sectors such as advanced technologies, energy and critical minerals, and manufacturing. These sectors not only diversify our economy but also create high-quality jobs that keep Alabama competitive on the world stage.

In 2026, Export Alabama will pursue new opportunities in Japan, South Korea, Germany, Singapore, Saudi Arabia, the UAE and Belgium. Through targeted trade missions and strategic global relationships, we will help Alabama innovators build international partnerships, access cutting-edge technologies and secure the investments that fuel long-term growth.

By championing these emerging industries, Alabama will position itself as a leader in the ideas and technologies that will define tomorrow's economy.

EXPANDING FRONTIERS IN NEW MARKETS

Export Alabama will position the state to seize opportunities in rapidly growing markets around the world. While maintaining strong ties with established partners, Alabama will diversify its global footprint by building trade relationships in Asia, Europe and the Middle East — regions projected to see significant economic expansion in the coming decade.

In 2026, Alabama will lead exploratory trade missions to Saudi Arabia, the UAE and Belgium, with an emphasis on industries such as transportation equipment, machinery and technology. These efforts will focus on identifying long-term opportunities in infrastructure development and consumer-driven markets.

By broadening its global reach, Alabama will create new avenues for investment, innovation and collaboration. This diversification will strengthen economic resilience and expand opportunities for Alabama businesses worldwide.

LEVERAGING INFRASTRUCTURE FOR GLOBAL COMPETITIVENESS

With world-class ports, highways, railways and airports, Alabama has the infrastructure to compete with anyone. These assets are more than just connections — they're Alabama's gateway to the world. By fully leveraging these advantages, the state can attract new investment, expand export capacity and strengthen its reputation as a global trade hub.

In 2026, Alabama will highlight its logistics and supply chain advantages during each of its trade missions in countries with leading logistics, port and maritime industries. These engagements will promote collaboration on supply chain efficiency, port connectivity and trade facilitation.

By elevating its profile as a logistics leader, Alabama can accelerate export growth across industries, draw foreign direct investment and secure its role as a critical link in the global supply chain. Strong infrastructure doesn't just move goods — it moves Alabama forward, helping businesses of all sizes grow beyond borders.





Supported Trade Missions



Supported Trade Missions

Alabama has successfully led delegations of Alabama manufacturers and service providers all around the world. International Business Development and Exploratory Missions can save companies valuable time and resources by maximizing contact with prospective distributors, sales representatives and partners. State-led trade missions offer unique access to decision-makers and business executives around the world which is critical to forging lasting and successful business relationships.

To express interest in any of the 2026 business development missions, contact the **Alabama Department of Commerce's Global Business** team at 334-242-7982 or exportalabama@commerce.alabama.gov.



SOUTHEAST UNITED STATES AT THE SINGAPORE AIRSHOW

SINGAPORE | FEBRUARY 3-8, 2026

Export Alabama is proud to join our partners in Georgia in a coordinated effort to showcase the strength of the Southeast's aerospace industry at the 2026 Singapore Airshow. As Asia's largest aerospace and defense event, the Singapore Airshow attracts global leaders, innovators and decision-makers from across the aviation, defense and space sectors. The biennial exhibition serves as a gateway to the Asia-Pacific, one of the fastest-growing aerospace markets in the world.

The Southeast United States booth, presented under the banner "U.S. Southeast — aerospace innovation built here, exported worldwide" will provide a powerful platform for participating companies to highlight their advanced technologies, manufacturing expertise and aerospace services. Alabama's aerospace industry, anchored by world-class manufacturing, research and innovation, will be featured alongside its regional partners, demonstrating the collective strength of the Southeast as a global aerospace hub.

Participation in the Singapore Airshow will give Alabama firms the opportunity to meet with international buyers, government officials and industry leaders; renew existing partnerships; and establish new business relationships throughout Asia-Pacific. With demand for commercial aircraft, defense modernization and space technologies on the rise, the 2026 mission offers a prime opportunity for Alabama aerospace companies to expand their international footprint and strengthen their role in the global supply chain.

Contact Beau Lore to learn how to be a part of the Alabama delegation to the Singapore Airshow.

 334-324-7525 |  beau.lore@commerce.alabama.gov



BUSINESS DEVELOPMENT & EXPLORATORY MISSION TO THE MIDDLE EAST

RIYADAH & DUBAI | NOVEMBER 2026

Export Alabama is organizing an international business development mission to Saudi Arabia and the United Arab Emirates (UAE), aimed at assessing key market opportunities and forging valuable business connections for Alabama firms.

This mission will bring together Alabama companies from diverse industries that align with Saudi Arabia and the UAE's rapidly evolving economies, including transportation equipment and aerospace, clean and renewable energy, ICT, healthcare technologies, machinery and Ag Tech.

Saudi Arabia is the Gulf's largest country and the Arab World's biggest economy, with a 2022 GDP of \$1.1 trillion. It was the fastest-growing G20 economy that year, expanding 8.7% on strong oil performance, while private consumption, non-oil investment and major giga projects drove 4.8% growth in the non-oil sector. The UAE is one of the region's most dynamic, business-friendly markets and a global hub for trade, innovation and logistics. Its focus on infrastructure, economic diversification, renewable energy, healthcare, smart cities and advanced manufacturing creates strong opportunities for Alabama exporters and partners.

The mission will include customized business meetings, targeted networking and market briefings to help Alabama firms navigate both markets. Participants will connect with distributors, government stakeholders and industry leaders while gaining strategic insights to support long-term regional engagement.

By joining this mission, Alabama companies will be well positioned to form lasting partnerships, expand in the Middle East and meet growing demand in Saudi Arabia and the UAE for advanced products, services and technologies.

Contact Beau Lore to learn how to be part of the Alabama delegation to the Middle East.

 334-324-7525 |  beau.lore@commerce.alabama.gov



ALABAMA BUSINESS DELEGATION TO SEUS-CANADA

GREENVILLE, SOUTH CAROLINA | JUNE 21-23, 2026

Alabama is proud to lead a business delegation to SEUS-Canada, the Southeast U.S.–Canadian Provinces Alliance (SEUS-CP) Annual Conference. This year's events will be hosted in Greenville, South Carolina — a dynamic setting to discuss Southeastern innovation. The 2026 conference will spotlight industries where Alabama excels and sees immense growth potential: mobility, advanced energy and life sciences.

This mission offers Alabama exporters a timely and strategic platform to connect with Canadian partners and peers, leveraging existing strengths while exploring fresh avenues for cross-border collaboration. The conference will include robust B2B matchmaking sessions, allowing Alabama firms to engage directly with Canadian industry leaders, government agencies and potential business allies.

As a strategic trade and investment alliance, SEUS-CP brings together Southeastern U.S. states and Canadian provinces to build economic ties, broaden trade relationships and unlock new business opportunities.

Alabama's companies stand to benefit from exploring sectors such as mobility, advanced energy and life sciences — where complementary strengths, proximity and shared innovation priorities create a natural synergy between our region and Canada.

Contact Beau Lore to join the Alabama delegation to SEUS-Canada.

 334-324-7525 |  beau.lore@commerce.alabama.gov



MADE IN ALABAMA AT BIO INTERNATIONAL


SAN DIEGO, CALIFORNIA | JUNE 22-25, 2026

The BIO International Convention, one of the world's largest and most influential biotechnology gatherings, will once again provide Alabama companies with a premier platform to showcase their innovations on the global stage. Bringing together leaders from biotechnology, pharmaceuticals, healthcare and life sciences, the convention is an unmissable opportunity for Alabama firms to expand networks, explore collaborations and grow international export markets.

For Alabama exporters, co-exhibiting in the Made in Alabama booth offers direct access to international buyers, investors, partners and key industry stakeholders. With the global life sciences and biotech markets experiencing rapid growth, Alabama's participation will create new opportunities for business development, investment and cross-border partnerships that strengthen the state's role in this dynamic sector.

By joining this high-profile event, Alabama companies will not only increase visibility but also secure new pathways for innovation, partnerships and export success in the global life sciences industry.

Contact David Sides to learn how to be part of the Alabama delegation to BIO International.

 334-990-6498 |  david.sides@commerce.alabama.gov



MADE IN ALABAMA AT THE FARNBOROUGH INTERNATIONAL AIRSHOW

FARNBOROUGH, UNITED KINGDOM | JULY 20–24, 2026

Export Alabama is proud to announce its participation in the 2026 Farnborough International Airshow, one of the world's most prestigious and influential gatherings for the aerospace and defense industry. Held biennially in Farnborough, the event attracts top aerospace professionals, innovators, government officials and buyers from across the globe. With thousands of exhibitors and industry leaders in attendance, Farnborough provides an unparalleled platform for Alabama aerospace firms to showcase their expertise, strengthen relationships and explore new business opportunities on the world stage.

The Made in Alabama booth will highlight the state's cutting-edge technologies, advanced manufacturing capabilities and aerospace services — positioning Alabama companies as valuable partners in the international supply chain. From next-generation aircraft systems and advanced avionics to defense technologies and maintenance solutions, Alabama's aerospace sector brings world-class innovation and capabilities to the global market.

By participating in the 2026 Farnborough International Airshow, Alabama businesses will not only reinforce their standing in the global aerospace community but also unlock new pathways for collaboration, investment and growth. This mission will further solidify Alabama's reputation as a hub for aerospace excellence and leadership in the evolving global defense and aviation industries.

Contact Beau Lore to learn how to be a part of the Alabama delegation to the Farnborough International Airshow.

 334-324-7525 |  beau.lore@commerce.alabama.gov



EUROPEAN DEFENSE MISSION

BELGIUM AND GERMANY | SEPTEMBER 2026

Export Alabama will lead a defense and security-focused international business development mission to Belgium and Germany, designed to help Alabama firms explore new market opportunities and strengthen transatlantic partnerships. This mission will bring together a delegation of companies specializing in advanced technologies, products and services that support national security, aerospace and defense innovation.

Targeted sectors for the mission include defense systems, cybersecurity, aerospace, safety and security technologies. These industries represent areas of strategic importance where Alabama firms can showcase their expertise and pursue collaborations with European partners.

Participants will be able to evaluate the feasibility of entering the Belgian and broader European markets, identify distributors and partners and explore joint ventures that enhance long-term competitiveness. By engaging directly with stakeholders in Belgium and Germany, Alabama firms will be well-positioned to expand their presence in Europe's defense and security sectors, including opportunities in the region's robust secondary market.

Contact David Sides to learn how to be a part of the Alabama delegation to Belgium and Germany.

☎ 334-990-6498 | ✉ david.sides@commerce.alabama.gov



ALABAMA BUSINESS DELEGATION TO SEUS-JAPAN

NASHVILLE, TENNESSEE | OCTOBER 25–27, 2026

Alongside six other Southeastern states, Alabama will lead a delegation of business and government leaders to the 48th Southeast U.S./Japan & Japan-U.S. Southeast annual meeting, known as SEUS-Japan, to be held in Nashville, Tennessee. This prestigious event provides a unique platform for delegates to engage directly with top government officials, business executives and industry leaders from Japan and across the Southeast.

The relationship between Japan and Alabama has been a cornerstone of the state's economic growth for decades, with Japan ranking among Alabama's largest foreign investors. Japanese companies such as Toyota, Honda, Daikin, Mitsubishi and Mazda have established major operations in Alabama, creating thousands of jobs and reinforcing the state's reputation as a global manufacturing hub. These long-standing partnerships span industries including automotive, advanced technology, logistics and energy.

The SEUS-Japan conference serves as a critical opportunity to strengthen these connections, explore new avenues for collaboration and reaffirm Alabama's role as a trusted partner for Japanese businesses in the Southeastern United States. By participating in this high-level event, Alabama will continue to build on a strong foundation of cooperation, investment and shared prosperity between the two markets.

Contact Christina Stimpson to learn how to be a part of the Alabama delegation to SEUS-Japan.

 334-549-7955 |  christina.stimpson@commerce.alabama.gov



Trade Education & Networking Opportunities

Export Alabama hosts and promotes virtual and in-person trade education and training workshops throughout the year. One-on-one export counseling, technical training and customized company cross-training for Alabama companies are available in all aspects of international trade.

To learn more, contact the **Alabama Department of Commerce's Global Business** team at 334-242-7982 or exportalabama@commerce.alabama.gov.



INTERNATIONAL PARTNERS NETWORKING RECEPTION

ATLANTA | MARCH 3, 2026

The Alabama Department of Commerce will host its annual networking reception to recognize and honor the important relationships between Alabama, foreign government offices, consulates and international trade partners; and to celebrate Alabama's continued success in trade and foreign investment.

BIS: COMPLYING WITH U.S. EXPORT CONTROLS

HUNTSVILLE | FALL 2026

Co-hosted by the Alabama District Export Council and the North Alabama International Trade Association, this two-day program is led by the Bureau of Industry and Security's professional counseling staff and provides an in-depth examination of the Export Administration Regulations (EAR). The program will cover the information exporters need to know to comply with U.S. export control requirements on commercial goods and other items subject to the EAR. The program will focus on what items and activities are subject to the EAR, how to determine your export control classification number (ECCN), steps to take to determine the export licensing requirements for your item, when you can export or re-export without applying for a license, export clearance procedures and record keeping requirements and guidance in applying this information.

TRANSATLANTIC AEROSPACE & DEFENSE RECEPTION

HUNTSVILLE | APRIL 28, 2026

Hosted in partnership with Flanders Investment & Trade and NRW Global Business Trade and Investment Agency, this reception offers a unique opportunity to build connections and strengthen relationships within the global aerospace and defense sector. The event will feature honored guests Melanie Moltmann, Consul General of Germany, and Katherine Raeymaekers, Consul General of Belgium, who will highlight the importance of international cooperation in advancing aerospace and defense innovation.



GOVERNOR'S TRADE EXCELLENCE AWARDS & EXPORT ALABAMA LUNCHEON MONTGOMERY | MAY 20, 2026

Established in 2005, the Governor's Trade Excellence Awards demonstrates the exporting excellence of Alabama businesses and celebrates their export successes. The award program, coordinated by Export Alabama, includes large, medium and small businesses from the manufacturing, service, agribusiness or education sectors. The Governor's Trade Excellence Awards represents the commitment and strong cooperation that exists between federal, state, regional and local entities and the business community to support and encourage Alabama companies to grow through exporting.

FINANCING GLOBAL GROWTH: AN EXPORT FINANCE WORKSHOP VIRTUAL | SUMMER 2026

This export finance workshop is designed to help Alabama businesses navigate the financial tools that make international trade possible. This interactive session will provide practical guidance on securing export financing, managing risk and accessing resources like credit insurance, working capital programs and government-backed funding opportunities. Participants will hear from industry experts and finance professionals who will share strategies for overcoming common challenges and unlocking new global opportunities. Whether you are a small business considering your first international sale or an experienced exporter looking to expand into new markets, this workshop will equip you with the knowledge and connections to succeed abroad.

Export Alabama hosts a variety of additional trade education workshops and webinars throughout the year. Visit exportalabama.com for more information.





Meet the Team of Export Alabama

Export Alabama is a tight-knit group of trade organizations here to help your company succeed in the global marketplace. Export Alabama alliance members offer access to services, resources and contacts to keep you competitive.



Alabama Department Of Commerce

Office Of Global Business

madeinalabama.com



Christina Stimpson
Chief Officer

christina.stimpson@commerce.alabama.gov

Gary Walton
Foreign Affairs Officer/FDI Manager

Gary.Walton@commerce.alabama.gov

Allison Walker
Administrative Assistant

allison.walker@commerce.alabama.gov

Beau Lore
Senior International Project Manager

beau.lore@commerce.alabama.gov

David Sides
International Project Manager

david.sides@commerce.alabama.gov

Alabama Department of Agriculture & Industries

agi.alabama.gov



Rick Pate
Commissioner

rick.pate@agi.alabama.gov

Rebecca Barnett
Deputy Commissioner

rebecca.barnett@agi.alabama.gov

The Alabama Department of Agriculture and Industries is a member state of the Southern U.S. Trade Association (SUSTA) and works to promote domestic and international consumption of Alabama products. The department provides timely, fair and expert regulatory control over product, business entities, movement and application of goods and services for which applicable state and federal law exists.



The Economic Development Partnership of Alabama

edpa.org



Jacob Lamb

Director of Research, Alabama Business Intelligence Center
jlamb@edpa.org

The Economic Development Partnership of Alabama (EDPA) works to make Alabama more competitive, more supportive of established and emerging businesses, and more appealing to those looking for the perfect place to build their business. EDPA supports Alabama's economic development effort by focusing on business attraction and expansion, innovation and entrepreneurship, talent attraction and retention, business intelligence and research, and policy.

The Birmingham-Jefferson County Port Authority (BJCPA)

birmingport.org



David Russell

Executive Director
director@birmingport.org

The Birmingham Jefferson County Port Authority is a mission-driven organization focused on strengthening regional commerce and expanding economic opportunity. Through strategic stewardship of port infrastructure and multimodal transportation assets, the Authority works to connect local businesses to national and global markets. Its efforts support job growth, enhance supply-chain resiliency, and drive long-term economic development for Birmingham, Jefferson County, and the surrounding communities.



Alabama District Export Council

alabamadec.com

Robert Stackpole

Executive Secretary



The Alabama District Export Council is one of 59 DECs in the country charged with encouraging and supporting the export of goods and services that will strengthen individual companies, stimulate U.S. economic growth, and create jobs. Appointed by the U.S. Secretary of Commerce, Alabama members can share time and expertise with small-and medium-sized businesses that are interested in starting to export or expand into new markets.

Alabama International Trade Center

aitc.ua.edu

Brian Davis

Director

Michael Brooks

Associate Director

Carolyn Turner

Senior International Trade Specialist

Kristinn Gretarsson

International Development Director



The Alabama International Trade Center (AITC) provides customized international market research, in-house technical trade training, and export financing and capital access. AITC is a federal-state partnership between the University of Alabama and the U.S. Small Business Administration and is an institutional member of the Alabama Small Business Development Center Network, a statewide network of management and technical assistance centers.



Alabama Port Authority

alports.com



Parrish Lawler

Director, Trade & Development

The Alabama Port Authority is your local link and strategic partner in your global supply chain. With 18 diverse cargo handling facilities, the capabilities and reliability of the Port of Mobile are unmatched. Situated perfectly on the Gulf of Mexico with access to 45-foot-deep water, nine railroads, and additional connectivity with air, truck and barge, the port delivers your goods. The port has invested over \$1.4 billion in the last 20 years to modernize and grow its facilities to support your needs.

Alabama World Trade Association



The Alabama World Trade Association (AWTA) works to promote and improve opportunities for Alabama citizens through the expansion of international trade. AWTA pursues initiatives on the state and federal level that support positive trade policies and the creation of new markets for Alabama companies and their employees.



North Alabama International Trade Association

alports.com

Anne Burkett
Executive Director

Amanda Berkey
Programs & Operations Manager



The North Alabama International Trade Association (NAITA) is a business-driven organization with the mission to provide international trade advocacy, training, and networking to promote economic growth in North Alabama. NAITA, a non-profit membership organization, provides an international networking forum, education on trade issues, and prepares businesses for global success.

Port of Huntsville

hsvairport.org

Barbie Peek
Director, Business Development

Tom Laming
Business Development Manager



The Port of Huntsville provides quality multi-modal transportation services including an International Intermodal Center (air cargo & rail cargo) to a diverse customer base to stimulate economic growth and the development of the Tennessee Valley region.

**U.S. Commercial Service
U.S. Department of Commerce
Alabama Export Assistance Center**

trade.gov



Robert Stackpole

Director

Amy Ryan

Senior International Trade Specialist

With a global network of experienced trade professionals located throughout the U.S. and in U.S. Embassies and Consulates worldwide, the Alabama Export Assistance Center offers trade expertise to assist with exporting, and guidance and tips on how to grow your business and export successfully.

The U.S. Small Business Administration

sba.gov

Roderick D. Perkins

International Trade Officer



The U.S. Small Business Administration (SBA) provides help to small business owners and entrepreneurs in pursuit of the American dream. When it comes to international assistance, SBA created programs to provide lenders with up to a 90% guaranty on export loans, and provides financial awards to help small businesses export their products.



Alabama exports total \$26.8 billion in 2024, reaching over 200 countries

Alabama companies exported goods and services worth over \$26.8 billion in 2024, down slightly from the previous year but still ranking as the second highest annual tally for worldwide shipments from the state.

The value of 2024's exports dipped 2% from the previous year's record total of \$27.4 billion. The 2024 total was nearly 30% higher than the figure for 2019, indicating strong growth from pre-pandemic levels.

Alabama exports went to 194 countries in 2024, an increase from 190 in the previous year. Shipments landed in destinations ranging from the world's most developed economies to remote locations such as Fiji, Christmas Island and Papua New Guinea, according to Commerce data.

THE TOP DESTINATIONS FOR ALABAMA EXPORTS LAST YEAR WERE:

1. Canada: \$4.3 billion (up 7%)
2. Mexico: \$4.2 billion (up 32%)
3. China: \$4.1 billion (up 11%)
4. Germany: \$4.1 billion (down 19%)
5. Japan: \$880 million (down 8%)

Other leading destinations for Alabama exports in 2024 were South Korea, India, Brazil and the United Kingdom. Export growth was particularly strong last year to countries including Costa Rica, Thailand, Singapore and Taiwan.

Export activity during 2024 was dominated by a traditional list of the most in-demand Alabama commodities, led by transportation equipment, minerals, metals, chemicals, machinery and paper.

Overall, transportation equipment, which includes motor vehicles, auto parts, ships and aerospace products, remained Alabama's No. 1 export category by a wide margin. The category's overseas shipments totaled \$13.7 billion in 2024.

Motor vehicles, the state's top export product, represented \$10.7 billion of that total, and Alabama ranked as the No. 2 auto-exporting state national. The top destinations for Alabama-made vehicles were Germany, China, Canada, Mexico and South Korea.



Alabama's transportation equipment exports were followed by minerals and ores (\$2.5 billion), primary metals (\$2.2 billion) and chemicals (\$2.1 billion).

“From automobiles and aerospace components to chemicals and advanced manufacturing products, Alabama-made goods are reaching markets around the world, fueling economic growth at home. By expanding our global trade footprint, we are not only increasing opportunities for our businesses but also reinforcing Alabama's reputation as a leader in innovation and high-quality production.”

—
Ellen McNair
Secretary,
Alabama Department of Commerce

MADE IN
ALABAMA



U.S. exports climbed in 2024 as manufacturing and services remained growth drivers

U.S. exports of goods and services rose in 2024, extending the country's post-pandemic trade recovery and highlighting the resilience of key industries amid a complex global economic environment.

According to data from the U.S. Bureau of Economic Analysis, total exports reached \$3.19 trillion, a 3.9% increase from 2023. That growth reflects solid gains in high-value manufacturing and professional services, even as the nation's overall trade deficit widened.

Exports of goods totaled \$2.08 trillion, led by increases in capital goods such as computers, semiconductors and aircraft engines. These categories benefited from rising global demand for advanced technology and aerospace components. The U.S. also saw stronger shipments of industrial supplies, particularly energy products, though vehicle and parts exports declined by roughly \$10 billion, reflecting headwinds in the global automotive sector.

On the services side, exports climbed to \$1.1 trillion, driven by business, financial and travel-related services. The rebound in international tourism and corporate activity contributed to those gains, bringing services trade close to pre-pandemic highs.

Despite the export growth, the U.S. trade deficit widened to about \$918 billion in 2024 as imports continued to outpace exports. Economists noted that strong domestic consumer demand and

ongoing supply chain normalization contributed to higher import levels, while slower global growth in some regions constrained external demand for U.S. goods.

At the state level, many leading manufacturing states maintained strong export totals, supported by sectors such as automotive, aerospace, chemicals and machinery. States with deep ties to advanced manufacturing and foreign investment — including Alabama — continued to play an outsized role in U.S. export performance.

In Alabama, total exports reached \$26.8 billion, ranking among the highest in state history. The state's shipments were led by transportation equipment, worth nearly \$13.7 billion, alongside strong showings in chemicals, primary metals and paper products. Exports to Canada, Mexico, China and Germany remained key pillars, underscoring the diversity of Alabama's trade relationships.

International trade — exports and imports of goods and services — supports 530,000 direct and indirect jobs in Alabama, or about 1 in 5 total jobs in the state, according to an estimate from the U.S. Chamber of Commerce.



The share of Alabama jobs supported by trade has more than doubled since the early 1990s, the organization says.

Even as U.S. trade patterns evolve, Alabama's consistent export performance underscores its role as a leading manufacturing hub — one well-positioned to capitalize on new opportunities through the state's expanding international business network.

"Alabama's export success is powered by our manufacturers and their ability to compete on the global stage," said Ellen McNair, Secretary of the Alabama Department of Commerce. "From automotive to aerospace, our industries continue to reach new markets and strengthen communities here at home."

Nationally, the export uptick reflected the underlying competitiveness of U.S. industry in advanced manufacturing and services, as well as the adaptability of American companies in navigating shifting trade dynamics. However, analysts cautioned that global uncertainty, currency fluctuations and evolving trade policies could temper growth prospects in 2025.

Still, the 2024 data paint a broadly encouraging picture of U.S. trade. With exports expanding across multiple sectors and new opportunities emerging in clean energy, digital services and advanced manufacturing, the United States enters 2025 with a resilient foundation for continued engagement in the global marketplace.



Get Involved in 2026

Alabama's global success is built on collaboration. As we enter 2026, the Office of Global Business and Export Alabama invite partners across government, industry, education and economic development to join us in expanding international opportunities for Alabama companies. Your engagement strengthens the state's global competitiveness and helps more businesses access markets around the world.

WAYS TO ENGAGE

Collaborate on International Missions and Programs

Identify and recruit high-potential companies, highlight priority sectors and work with us to build strong delegations for targeted trade missions and business development travel.

Co-Host or Sponsor Events

Support export training programs, compliance sessions, market briefings and networking events that equip Alabama businesses — especially small and mid-sized firms — to compete and grow globally.

Advance Export Education

Partner with us to deliver workshops, webinars and specialized technical programs that strengthen exporters' readiness and capabilities.

Amplify Outreach Across Alabama

Share upcoming missions, trade shows, grant opportunities and export resources through your regional and industry networks, including rural and emerging-industry communities.

Champion Alabama Businesses


Refer companies to the Office of Global Business for customized counseling, market guidance and connections to national and international trade partners.

Strengthen the Export Ecosystem

Participate in multi-agency initiatives, contribute expertise and help shape a more connected, competitive environment for Alabama exporters.

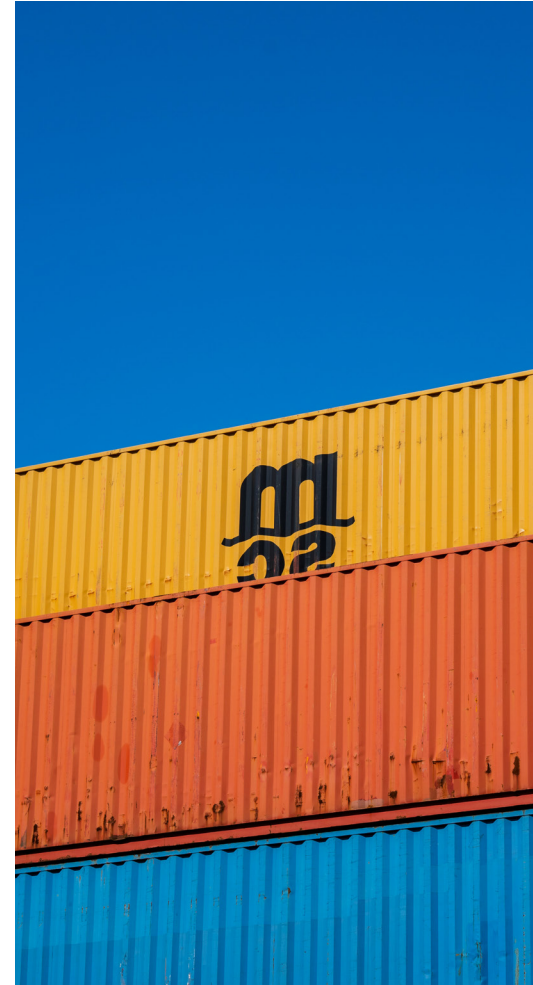
CONNECT WITH US

Alabama Department of Commerce Office of Global Business

 (334) 242-7982

 exportalabama@commerce.alabama.gov

 exportalabama.com





Export Alabama



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